Department of the Army
Small Business Program

"Our Army at War - Relevant & Ready"

CECOM Conference

ECUTIVE OFFICER, OFFICE OF SMALL and DISADVANTAGED BUSINESS UTILIZATIO
(SADBU) OFFICE OF THE SECRETARY OF THE ARMY

VISION

As An Integral Part Of The Army Team, We Will

Be The Premier Small Business Organization In

The Federal Government, Changing To Meet

The Challenges Of Today, Tomorrow And The

21st Century.

FY 03/04 ARMY SADBU FOCUS

- Residential Communities Initiative
- Consolidation and Regionalization
  - Army Contracting Agency
  - Installation Management
  - Competitive Sourcing
- PEO/PM Program Support
- OSD AT&L Reinvention Memo
- Contract Bundling
- Expand Opportunities for HBCU & MIs

SADBU
DUTIES AND RESPONSIBILITIES

- **Advise Army Secretariat on Implementing La Concerning the Small Business Program**
- **Enhance Ability of SB, SDB, WOB and HBCU/M to Participate in Army Contracting Programs**
- **Afford Equitable Opportunity for SB to Provid Quality Goods and Services at the Best Va**
- **Provide Policy Guidance, Direction and Education to the Army Acquisition Community**
- **Establish Challenging Small Business Goals fo Army Major Commands**

ARMY PRIME CONTRACT AWARDS

FY 03

	TOTAL DOLLARS	ACHIEVED	NAT'L GOAL
US Business	$ 48,576		
Small Business	$ 13,596	28.0%	23.0%
Small Disadvantaged Business	$ 4,268	8.8%	5.0%
Women-Owned SB	$ 1,815	3.7%	5.0%
HUBZone Small Business	$ 1,405	2.9%	3.0%
Service Disabled Veteran-Owned SB	$ 100	0.2%	3.0%

DOLLARS SHOWN IN MILLIONS

INSIDE THE NUMBERS

- $13.6B (Record)
- Increased SB Participation from 26.5% to
- Increased Base by 24%
- Increased SB by 30%
- HUBZone from 2.3 to 2.9 ($1B)
- SDVOSB 0.2 (P.L. 108 – 183)

ARMY SUBCONTRACT AWARDS

PRELIMINARY

	TOTAL DOLLARS	ACHIEVED
US Business	$4,699	
Small Business	$2,363	50.3%
Small Disadvantaged Business	$ 353	7.5%
Women-Owned SB	$ 351	7.5%
HubZone SB	$ 117	2.5%
Service-Disabled Veteran-Owned SB	$ 24	0.5%

DOLLARS SHOWN IN MILLIONS

RESIDENTIAL COMMUNITIES INITIATIVE

(Oct 01-Jun 03)

$ in millions	Fort Carson	Fort Hood	Fort Lewis	Fort Meade	**Total Dollars**	**Percent**
Total Subcontracted	$84.980	$95.397	$25.903	$27.064	**$233.343**	
Small Business	$47.728	$82.455	$18.606	$23.304	**$ 172.093**	**73.8%**
- SDB	$ 5.036	$11.657	$ 1.488	$0.590	**$ 18.772**	**8.0%**
- WOSB	$13.827	$14.965	$ 1.466	$0.926	**$ 31.185**	**13.4%**
- HUBZone	$ 0	$ 8.557	$ 0	$ 0	**$ 8.557**	**3.7%**
- Veteran-	$ 0	$15.207	$ 0.258	$0.007	**$ 15.472**	**6.6%**

MENTOR PROTÉGÉ PROGRAM

How to Apply

- DoD delegated approval authority to services beginning FY 2004
- Policy, Guidance & Instructions on Army SADBU
- web site: www.sellingtoarmy.mil
- Three rounds of proposals for FY 2004.
- Proposal due dates: 15-DEC, 15-APR, 15-AUG
- Agreements 1-3 years
- $500,000 per agreement, except manufacturing may be funded higher with justification

MENTOR-PROTÉGÉ PROGRAM

- **Army's Goal is to engage Industries to Shape and Expand the Industrial Base to Support the War fighter**
- **Seeking Agreements with strong Technical Component, or Focus on Innovative Transfer of State of the Art Technology**
- **Structured Process for Submitting Proposals**
- **Strong Evaluation Criteria**
- **Will involve Army Associate Directors**
- **Army currently has 22 Active Agreements**

ARMY VOSB INITIATIVES

- **Implement Veterans Benefits Act of 2003**
  - **Reinforces 106-50 Goal**
  - **VOSB Set Aside**
  - **VOSB Sole Sources**
  - **150 Day Implementation Period**
- **Increased SDVOSB Dollars from $68M to $100M**
- **VOSB Outreach Program**
  - **Identify Capable VOSBs/SDVOSBs**
  - **Match Capabilities with Buying Commands**
  - **Redesign Website (Robust)**
  - **Marketing/Outreach Material**
  - **Conferences (Local/National)**
  - **Partnering with Other Services/Fed Agencies**
- **Strategic Partnership With Veteran Organizations**
  - **Objective: Leverage Resources and Share Informatio**
  - **Co-branded Outreach Material/Conferences**

EXAMPLES of PROGRAMS USING SMALL BUSINES

Future Combat System

- Small Business Strategy incorporated up front and ear on in the Acquisition Strategy
- DARPA made Maximum Use of the SBIR Program to Ge the Best Technology Solution
- LSI Conducting Technology Conferences to Encourage Maximum Small Business Participation

PM Maneuver Ammunition Systems

- 40mm Ammo Program had too Many Contracts to Man Effectively, and Asked for Help for FY05
- AMC Small Business Office offered a Solution to Help Organize Small Businesses as Prime Integrators
- PEO Approved $1.3B Small Business Set Aside Strateg

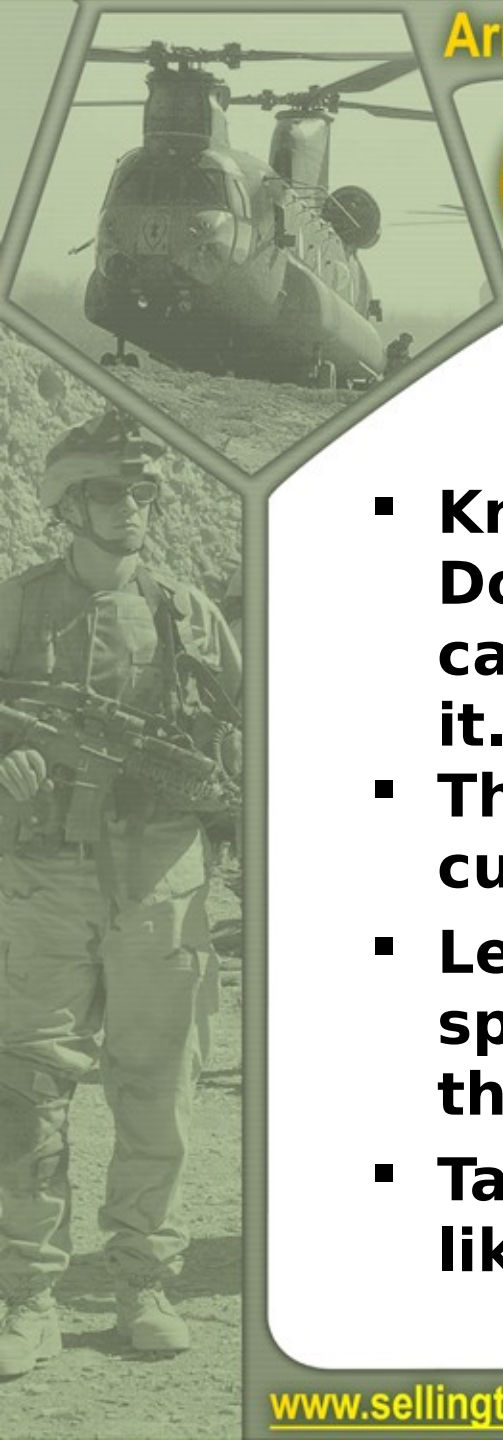
Basic To Do “Stuff”

- **Visit our Website. It is much more than just valuable information on general procedures. You can reference all the regulations, find out who to go to for assistance anywhere in the country; it is a learning center.**
- **For $100K and under, business is Electronic.**
- **Central Contractor Registration. Just do it!**
- **Get a D&B® D-U-N-S® Number. The U.S. government and many major corporations require their suppliers and contractors to have a D-U-N-S Number.**
- **Procurement Technical Assistance Centers can give you face to face assistance.**

MARKETING STRATEGY

- There is a Small Business Specialist (SBS) assigned to each contracting activity.
- They are your FIRST and primary point of contact.
- They will help you target your marketing effort by identifying your real customers, the folks with the requirements AND the money.
- The SBS is also the person who reviews all Army requirements and has a key role in deciding if a requirement is set aside for small business either sole source or competitive.

MARKETING STRATEGY



- **Know your product/service. Be honest. Don’t tell your potential customer that you can do something unless you can really do it.**
- **Think of the Army as MANY different customers.**
- **Learn what each customer needs. Be specific, and tailor your presentation to that specific customer.**
- **Target those Army activities that are most likely to need your product/service.**

MARKETING STRATEGY

- **If you are an 8(a), HUBZone, Service Disabled Veteran, or otherwise eligible for one of the set-aside programs, then you MUST go visit the SBS and let them know who you are and what you can do.**

CODE OF EXPECTATIONS - SADBU

- Small Businesses can expect that the SADBU will:
  - Make very clear up front the depth and breadth of the services that can be expected from the OSDBU
  - Be exceptionally candid as to whether the capabilities of the small business match the agency's needs
  - Explain the relevant laws enacted for their benefit
  - Put them in contact with the appropriate project/technical managers, end users, or any other relevant personnel
  - Be a facilitator to the small business, e.g., inform it of any special unwritten and cultural nuances or procedures
  - Make clear that certification as an 8(a), small disadvantaged business, HUBZone contractor, service disabled veteran does not create an entitlement nor guarantee to a contract

CODE OF EXPECTATIONS - SADBU

- Small Businesses can expect that the SADBU will:
  - Stress that understanding the agency's procurement process, engaging in strong marketing, and competing for work
  - Summarize the agency's contracting opportunities for the small business' specific area of business
  - Impart knowledge about the "market", the decision makers, who the incumbents are, what service needs are growing and where the future strategic, long-term opportunities are
  - Not give false hope, vague or generic information
  - Treat all small businesses the same, providing pertinent procurement information, and not show special preference to a network of friends or acquaintances
  - Provide information on the agency's latest acquisition-related initiatives

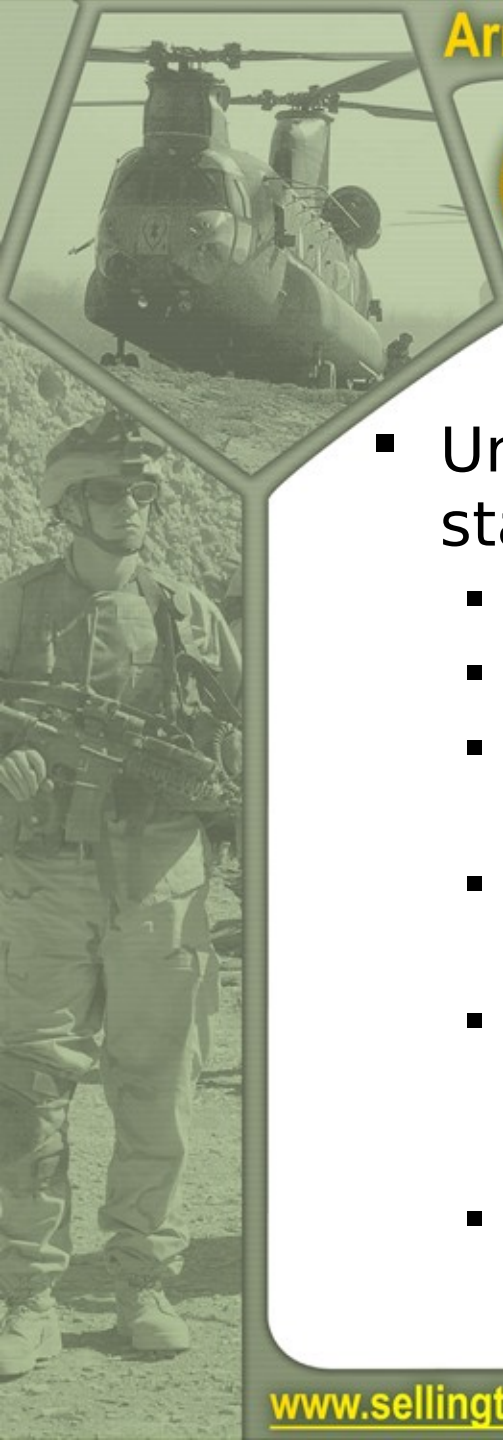
CODE OF EXPECTATIONS

- The ARMY can expect that the small business will:
  - Have done preliminary research on the agency's website and other sources of information to determine what their mission is and whether it buys
  - Be focused in developing discussion in its area of expertise based on requirements
  - Be cognizant of time and schedule and does not prolong the discussion past the time set for the meeting
  - Make a case as to why an agency should use its firm over other small businesses
  - Not develop unrealistic expectations based upon the meeting
  - Be aware that the OSDBU is not the end user and does not need to hear the entire technical marketing presentation

CODE OF EXPECTATIONS

- The ARMY can expect that the small business will:
  - Follow the avenues of opportunity outlined by the SADBU that the firm determines are consistent with its best interests
  - Understand that various small business certifications, i.e., 8(a), SDB, HUBZone, women owned small businesses, service disabled veterans, **are secondary** to a small business' ability to emphasize its high quality products or services, on time delivery and best value

CODE OF EXPECTATIONS



- Understand that from an ethical and legal standpoint that an OSDBU **CANNOT**:
  - Promise anyone a contract
  - Provide government-proprietary information
  - Share third party proprietary information provided to him/her by other small businesses
  - Direct large contractors to provide jobs (employment or subcontracting) to a particular small business
  - Help small businesses write/review proposals to be submitted to the agency or any other government agency
  - Act in a manner that is tantamount to acting as an agent of the small business

CODE OF EXPECTATIONS

- Understand that from an ethical and legal standpoint that an OSDBU **CANNOT**:
  - Lobby source selection officials to select a specific small business
  - Advocate purchase of goods and services that the government does not need or want
  - Help to create false expectations on the part of small businesses of nonexistent contracting opportunities
  - Supersede the authority of the contracting officer
  - Show improper favoritism to some small businesses at the expense of others
  - Encourage or accept gratuities

ARMY SADBU WEB PAGE

www.sellingtoarmy.info